

Know Your Social: LinkedIn

Key Elements of a LinkedIn Profile to Grow Your Network and Promote Your Brand



Professional profile photo



Catchy headline

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Co-Founder at Neil Patel Digital

Top Voice

Talks about #seo, #marketing, #digitalmarketing, #entrepreneurship, and #socialmediamarketing

Las Vegas, Nevada, United States · [Contact info](#)

498,854 followers

NP Neil Patel Digital
Cal State Fullerton California State University, Fullerton

Include eye-catching cover photo

Important topic hashtags about your industry

Key Elements & Helpful Tips

- Your LinkedIn profile is your professional brand online, so it's important to make a great first impression. Keep your profile up-to-date, and don't be afraid to showcase your achievements and unique value proposition.
- Add a well-written 'About' section. Your summary should provide a brief overview of your career goals, professional achievements, and skills.
- Add your work experience. Your work experience should include detailed descriptions of your job responsibilities and accomplishments.
- Keep your brand voice consistent through all social media channels, including LinkedIn.
- Include recommendations. Recommendations from colleagues, managers, and clients can help to validate your skills and expertise.
- Add skills and endorsements. Listing your skills and getting endorsements from other LinkedIn users can help to establish your credibility in your industry.
- Include education and certifications. Highlighting your education and relevant certifications can help to showcase your knowledge and expertise in your industry.
- Cross-promote your favorite businesses and people. Use the "@" sign to tag their professional or business account.
- Post consistently, a minimum of three feed posts per week to increase visibility; marketing is a marathon, not a sprint.
- Edit and optimize your profile often to keep it clean, and fresh and help grow your network.
- Be sure to plan a content calendar to combine events, information and promotions to entertain, educate and engage your audience.
- Actively engage. Engaging with other users, sharing industry-related content, and participating in groups can help to build your network and establish your thought leadership. Social media is all about conversations.

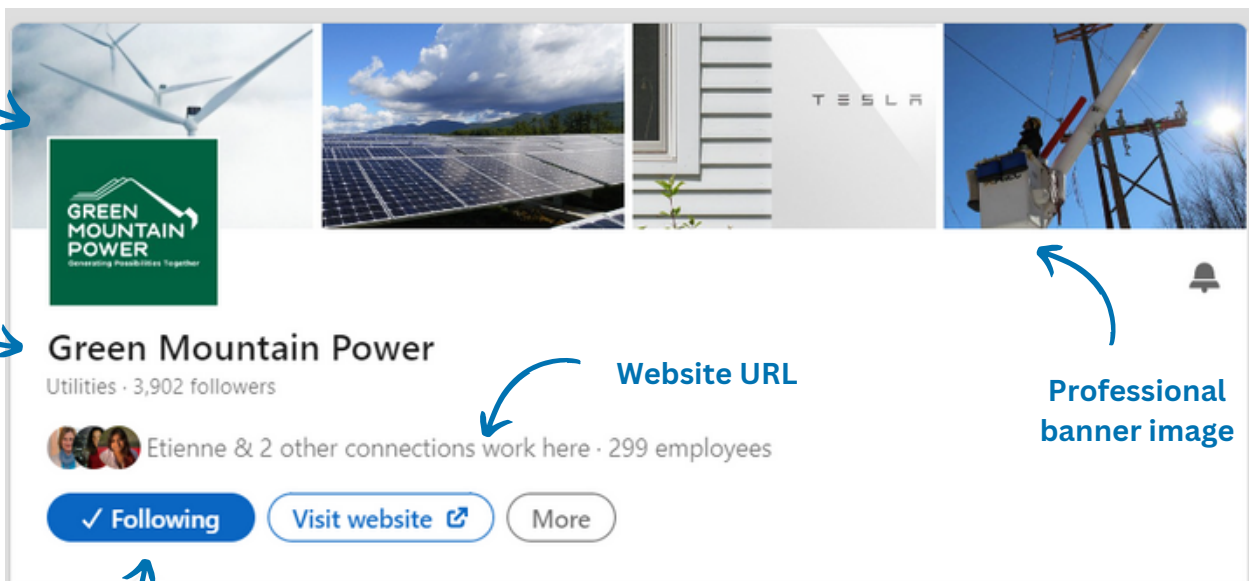
Know Your Social: LinkedIn

Key Elements of a LinkedIn Business Page to Promote Your Small Business



Business logo

Business name & industry



Website URL

Professional banner image

"Follow" or "Connect" Call-To-Action Button

Informative company overview

Overview

We provide 100% carbon free electricity to 266,000 customers across Vermont, and are transforming the greater grid to be more flexible and renewable to fight climate change. That means generating more renewable power closer to where we all use it, and all connected to what we use it for like powering our homes and vehicles. Our innovative programs like battery storage empower customers, cutting carbon and costs for all. Closer, connected, and empowered! GMP is the only utility in the US to earn B Corp certification meeting rigorous transparency standards and committing to using energy as a force for good. Our electricity supply will be 100% renewable by 2030!

Key Elements & Helpful Tips

- Logo and banner image: Your LinkedIn business page should include a high-quality logo and banner image that represent your brand.
- Company description: Your company description should provide an overview of what your company does, its mission, and its values.
- Products and services: Your business page should showcase your products and services with detailed descriptions, images, and links to your website.
- Company updates: Regularly post updates about your company, including news, product launches, and events.
- Careers section: Use the careers section of your page to post job openings and information about your company culture and benefits.
- Analytics: LinkedIn provides analytics tools to help you track the performance of your page, including page views, follower demographics, and engagement metrics.
- Showcase pages: If your business offers multiple products or services, you can create showcase pages to highlight each one.
- Employee advocacy: Encourage your employees to share your company updates and engage with your content on LinkedIn to increase your reach and engagement.



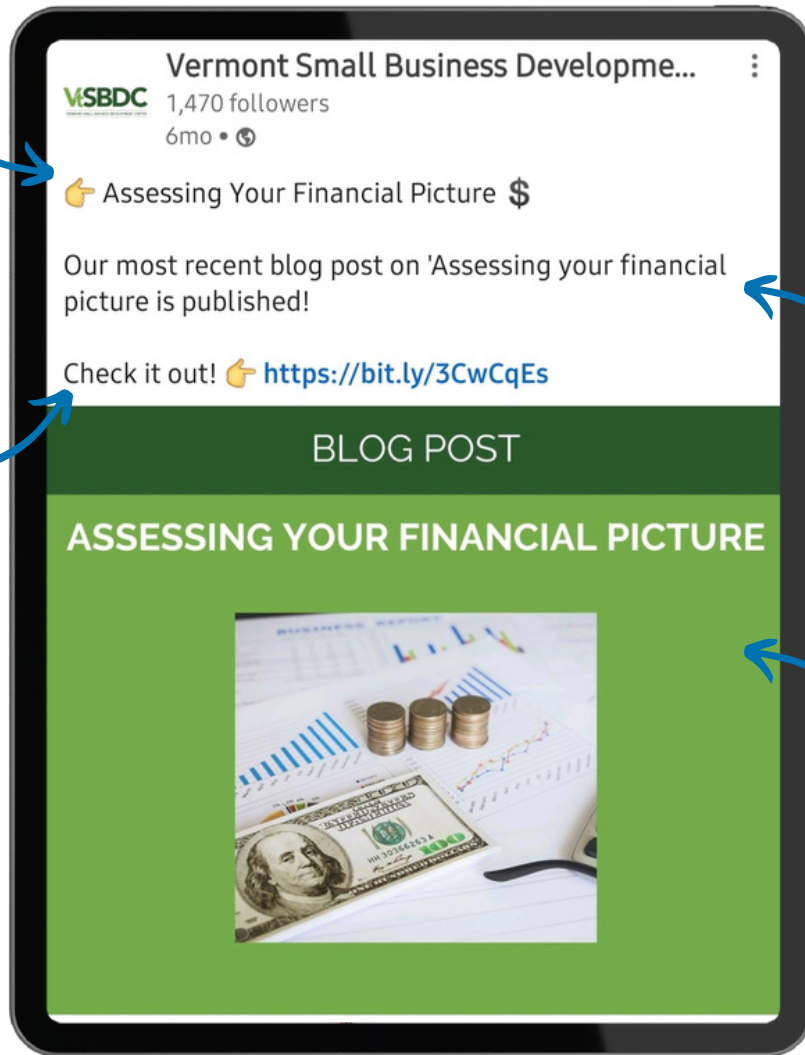
What Makes A Good LinkedIn Post

Relevant emojis to call attention to post copy

A Call-To-Action (CTA) that guides your audience to perform an action

Tip: Add a question to your post copy to encourage engagement

Tip: Don't always include link to third-party website. Post will get less reach!



Tip: Break up walls of text to invite your reader to read and engage

Content: Post copy that is interesting and adds value for audience

Option: Add a graphic to call attention to post

Key Elements & Helpful Tips

- **Headline:** This is the title or subject of the post, and it should be attention-grabbing and concise.
- **Content:** The body of the post should be informative, engaging, and relevant to your audience. It can include text, images, videos, and links.
- **Hashtags:** Adding relevant hashtags to your post can help increase its visibility and reach a wider audience.
- **Call to Action:** It's essential to include a call to action (CTA) in your post, such as asking a question, inviting comments, or encouraging people to share the post.
- **Mention or Tag:** If you want to draw someone's attention to your post, you can mention or tag them by using the "@" symbol followed by their name or username.
- **Image or Video:** Adding a visual element to your post can make it more engaging and increase the likelihood of people stopping to read your post.
- **Length:** Posts should be long enough to provide value and engage the reader but not so long that they lose interest. Ideally, posts should be around 300-500 words or less.

Resources

- [LinkedIn Ads](#)
- [AJ Wilcox/b2linked Blog](#)
- [LinkedIn Posting Tips](#)
- [LinkedIn for Business Free Course](#)
- [LinkedIn Company Pages - Ultimate Guide](#)

[LinkedIn for Personal Branding: The Ultimate Guide](#)

